

Mom & Pop Store Noted for Customer Service

Kingsville, TX – Squirrely's Liquor fits the definition of a mom & pop store in that it is owned and operated in a single location and the owner, Steve Ulrich is an established member of the Kingsville, Texas community. While mom & pop stores have been reduced greatly in numbers because of the aggressive national chains, Squirrely's continues to operate in today's economy because of the consumers who want to deal with businesses that are native to the city.

Steve Ulrich had been in business for almost 30 years when he decided to move in a new direction. He was the owner of the Wildlife Collection, which was a specialty business mounting birds and animals in fine home furnishings. His new directions led him to the Small Business Development Center at Del Mar College in Corpus Christi. There he sought assistance with developing a business plan and that is where he met with business advisor Larry Ellis. Mr. Ulrich's first challenge was that the liquor store business had been controlled by the same owner for over 31 years. Steve had a plan to quickly capture market share in Kingsville by choosing the right location. He chose a location on South Brahma which put his store in the best possible position in Kingsville, Texas. When one walks into the store you cannot help but notice the woodwork on the bar and several other displays around the store. Steve personally handcrafted the bar and the tobacco humidor for the store.

Larry Ellis helped the owner put together a Small Business Administration loan package to finance the project which was approved and funded by Texas First Bank Santa Fe. Since opening, the competition has closed one store and Steve is continuing to increase his commercial accounts.

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